

Agency:	Crossroads Media LLC	Station:	WJLA-TV	Flight Start:	05/30/2012
Office:	Alexandria	Order Type:	Normal	Flight End:	06/05/2012
Client:	12 - CrossroadsGPS	Cancel Date:		Hiatus:	
Product:	11 - Crossroads GPS	Billing Cycle:	Monthly		
Piggyback Product:		Billing Calendar:	Broadcast		
Estimate:	596 - GPS VA FLIGHT B TV 60S 5.30-6.5.12	Received In ePort:	5/17/2012 5:40:47 PM		
				Airtime Dollars:	\$21,400.00
				Interactive Dollars:	\$0.00
Primary Demo:	A35+	Local/National:	Local	Non-Airtime Dollars:	\$0.00
Demo 2:		Rep Office:	WJLA-TV	Total Dollars:	\$21,400.00
Demo 3:		AE:	Barbara Monares	Total Spots:	5
GRP:	13.90	Phone:			
		OrderID:	2135068		
		Status:	New		
CPP:	\$1,539.57			MarketShare:	
Comments:	Separation: 30				

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/30	5/31	6/1	6/2	6/3	6/4	6/5	Totals for Entire Flight		
													Spots	Rtg	CPP
1	WThFMTu 6P-6:30P ABC7 NWS AT 6	EN	\$3,200.00	C	60	0	1	0	0	0	1	0	2	2.90	\$1,103.45
LPMay/2011LP (pav)															
2	WThFMTu 11P-11:35P ABC7 NWS AT 11	LN	\$5,000.00	C	60	1	0	1	0	0	0	1	3	2.70	\$1,851.85
LPMay/2011LP (pav)															
Total Spots:						1	1	1	0	0	1	1	5		
Total GRP/GIMP(000):						2.7	2.9	2.7	0.0	0.0	2.9	2.7	13.9		
Cash\$ - Spots: \$21,400.00 - 5 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$21,400.00 Total CPP/CMP: \$1,539.57															